



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u> 544285 /		<u>Alt Order #</u> 07872465
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> //1139
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/30/12	11/02/12	NewsChannel 3 News	5-6am		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$165.00			
2	3	10/30/12	11/02/12	Newschannel 3 News	6-7am		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$220.00			
3	3	10/30/12	11/02/12	CBS This Morning	7-9a		:30			NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$140.00			
4	3	11/05/12	11/05/12	CBS This Morning	7-9a		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$140.00			
5	3	11/03/12	11/03/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$70.00			
6	3	11/04/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$470.00			
E 7	3	11/04/12	11/04/12	Face the Nation	1030-11am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$565.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/29/12-11/04/12	Face the Nation	1030-11am	-----S	:30		\$565.00	NM		
	Credited											
D 8	3	10/30/12	11/02/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 9	3	10/30/12	11/02/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 10	3	11/05/12	11/05/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 11	3	10/30/12	11/02/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
12	3	10/30/12	11/02/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$270.00			
13	3	10/30/12	11/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,575.00

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544285 /	07872465

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	DSCC	//1139

Advertiser	Original Date / Revision
Democratic Senatorial Ca	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				5	\$315.00				
14	3	10/30/12	11/02/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$400.00				
15	3	11/05/12	11/05/12	Newschannel 3 News	5-530pm		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$400.00				
E 16	3	10/30/12	11/02/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$470.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	3	10/29/12-11/04/12	Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
	Credited												
	2	3	10/29/12-11/04/12	Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
	Credited												
	3	3	10/29/12-11/04/12	Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
	Credited												
	4	3	10/29/12-11/04/12	Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
	Credited												
17	3	11/05/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$470.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	3	11/05/12-11/11/12	Newschannel 3 News	530-6pm	M-----	:30		\$470.00	NM			
	Credited												
18	3	10/30/12	11/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$590.00				
E 19	3	11/05/12	11/05/12	Newschannel 3 News	6-630pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$590.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	3	11/05/12-11/11/12	Newschannel 3 News	6-630pm	M-----	:30		\$590.00	NM			
	Credited												
20	3	10/30/12	11/02/12	7-730pm	7-730pm		:30			NM	3	\$3,495.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,165.00				
21	3	11/05/12	11/05/12	7-730pm	7-730pm		:30			NM	1	\$1,165.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,165.00				
22	3	10/30/12	11/02/12	The Insider	730p-8pm		:30			NM	3	\$3,495.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,165.00				
E 23	3	11/05/12	11/05/12	The Insider	730p-8pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,165.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	3	11/05/12-11/11/12	The Insider	730p-8pm	M-----	:30		\$1,165.00	NM			
	Credited												
E 24	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	0	\$0.00	

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$70.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 10/29/12-11/04/12 730-8pm 730-8pm -----Sa-- :30 \$70.00 NM Credited												
D 25	3	11/05/12	11/05/12	Monday Prime	9-10pm		:30			NM	0	\$0.00
26	3	10/30/12	10/30/12	NCIS	8-9pm		:30			NM	1	\$4,660.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -T----- 1 \$4,660.00												
27	3	10/31/12	10/31/12	Wednesday Prime	10-11pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 --W---- 1 \$1,765.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 10/29/12-11/04/12 Wednesday Prime 10-11pm ---W----- :30 \$1,765.00 NM Credited												
D 28	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
29	3	10/30/12	11/02/12	Late News (M-F)	11-1135p		:30			NM	4	\$3,020.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$755.00												
30	3	11/05/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	1	\$755.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$755.00												
D 31	3	11/03/12	11/03/12	NCAA Football	12n-3p		:30			NM	0	\$0.00
32	3	11/03/12	11/03/12	NCAA Football	330-7p		:30			NM	2	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 2 \$625.00												
33	3	11/04/12	11/04/12	NFL Football (Early)	1-5p		:30			NM	1	\$2,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$2,375.00												
D 34	3	11/04/12	11/04/12	NFL Football	4-8pm		:30			NM	0	\$0.00
35	3	11/05/12	11/05/12	Monday Prime	8-9pm		:30			NM	1	\$1,680.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$1,680.00												
36	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	2	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 2 \$625.00												
37	3	11/05/12	11/05/12	Monday Prime	8-9pm		:30			NM	1	\$3,530.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$3,530.00												
38	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$1,935.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,935.00												
N 39	3	11/05/12	11/06/12	NewsChannel 3 News	5-6am		:30			NM	2	\$630.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 MT----- 2 \$315.00												
N 40	3	11/05/12	11/06/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 MT----- 1 \$140.00												
Totals											65	\$40,530.00

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	DSCC	//1139

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	<u>Totals</u> Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	65	\$40,530.00	\$34,450.50
Totals	65	\$40,530.00	\$34,450.50

Signature: _____ **Date:** _____

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